Meet Spruce the Dental Health Moose



Spruce the Dental Health Moose (originally introduced as Bruce by the Maine CDC in the 1980s) began as a campaign to promote healthy oral care habits for children. In May 2023, Spruce was relaunched by From the First Tooth (FTFT) in response to pediatric providers' concerns about many families lacking the basic tools needed to establish healthy oral care routines at home.

Today, Spruce builds on FTFT's work to integrate oral health into primary care by providing family oral health kits and educational resources for use during well-child visits. These resources help teams reinforce healthy habits and support families in caring for their teeth at home.

Each base kit includes:

- A pediatric toothbrush
- Floss
- Two flavors of trial size toothpaste (mint and bubblegum)
- An educational bifold

Additional age-appropriate toothbrushes are provided for siblings and caregivers to help support healthy brushing habits across the family.

Designate a Site Lead

When starting the program, each participating site must identify a Spruce site lead. The site lead may be a physician, nurse, medical assistant, or office administrator.

The site lead serves as the primary liaison with FTFT and helps keep staff informed, responds to program updates and check-ins, submits evaluation and reorder requests, and supports program sustainability.

Communication Expectations

Reliable communication helps keep your site actively involved in the program. If we are unable to reach the designated primary contact, FTFT will contact the secondary contact and, if needed, make two phone attempts. If there is still no response by the final deadline, the site may be removed from the active participation list to make space for others on the waitlist.

Program Timeline

Initial start-up

Practices receive initial kits, additional toothbrushes, posters, and resources. Site leads will brief staff on the program and how it fits into the practice's workflow.